

# Soleil Infusion: B2B Partnership Strategy

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## 1. Executive Summary

The B2B partnership program is a cornerstone of Soleil Infusion's go-to-market strategy. By establishing strategic relationships with local health and wellness practitioners, Soleil Infusion will gain access to a large pool of pre-qualified, warm leads. This document outlines the strategy for identifying, recruiting, activating, and managing at least 30 B2B partners during the pre-launch and initial operating phases.

The B2B strategy is designed to generate a steady stream of referrals, build credibility through association with trusted local providers, and create a network effect that amplifies our marketing efforts. This approach is informed by the **science of scaling framework**, which emphasizes borrowing existing systems and relationships to accelerate growth.

## 2. Strategic Rationale

The B2B partnership model offers several key advantages:

- **Access to Warm Leads:** Partner clients are already engaged in proactive health and wellness, making them ideal prospects for IV therapy.
- **Credibility by Association:** Referrals from trusted healthcare providers carry significant weight and reduce the need for extensive consumer education.
- **Cost-Effective Marketing:** B2B partnerships offer a lower customer acquisition cost (CAC) than direct-to-consumer advertising.
- **Network Effects:** Each partner becomes a multiplier, promoting Soleil Infusion to their entire client base.
- **Long-Term Sustainability:** B2B relationships have a longer runway to fruition but generate higher ROI and more sustainable revenue streams.

## 3. Target Partner Profiles

The ideal B2B partners are local health and wellness practitioners who serve our target demographic and whose services are complementary to IV therapy. The primary target categories are:

1. **Chiropractors:** Often serve clients with chronic pain, fatigue, and wellness concerns.
2. **Massage Therapists:** Clients are already investing in recovery and relaxation.
3. **Nutritionists and Dietitians:** Clients are focused on optimizing health and performance.

4. **Functional Medicine Doctors:** A natural fit, as these practitioners often recommend IV therapy.
5. **Physical Therapists:** Clients recovering from injuries can benefit from IV therapies.
6. **Acupuncturists:** Clients are open to alternative and integrative therapies.
7. **Fitness Studios and Gyms:** Members are focused on performance and recovery.
8. **Mental Health Counselors:** Clients dealing with burnout and stress.

## 4. Partner Identification and Prioritization

The BDR (Steve Caton) will be responsible for identifying and prioritizing potential partners. The process will be as follows:

1. **Market Research:** Use online directories (Google, Yelp, Healthgrades), local business associations, and personal networks to identify potential partners within a 20-mile radius of the clinic.
2. **Prioritization:** Partners will be prioritized based on:
  - **Client Base Size:** Larger practices have more referral potential.
  - **Alignment with Target Market:** Practices that serve our primary demographic (Korean-Americans, first responders, busy professionals).
  - **Existing Relationship:** Prioritize any existing relationships or warm introductions.
  - **Receptiveness:** Practices that are already open to integrative or complementary therapies.
3. **Top 30 List:** A prioritized list of the top 30 potential partners will be created and approved by the Founder.

## 5. Partner Recruitment and Onboarding

The recruitment process will be personal and consultative, not transactional. The goal is to build genuine, mutually beneficial relationships.

### Outreach Process:

1. **Initial Contact:** The BDR will reach out via phone or email to request a brief introductory meeting. The message will emphasize the mutual benefit and the unique value proposition of Soleil Infusion, particularly the pharmaceutical-grade IV hood and pharmacy integration.
2. **Discovery Meeting:** A 30-minute in-person or virtual meeting will be held to:
  - Learn about the partner's practice and client base.
  - Explain the Soleil Infusion value proposition and service menu, emphasizing the IV hood as a key differentiator that ensures pharmaceutical-grade sterile preparation.
  - Discuss potential referral scenarios and mutual benefits.

- Offer a facility tour to show the IV hood and pharmaceutical infrastructure.
  - Gauge interest in a formal partnership.
3. **Partnership Agreement:** If there is mutual interest, a simple partnership agreement will be signed, outlining:
    - The referral process and expectations.
    - The commission or referral fee structure (if applicable).
    - Co-marketing opportunities.
    - Confidentiality and compliance considerations.
  4. **Onboarding:** Once the agreement is signed, the partner will receive:
    - A welcome packet with information about Soleil Infusion.
    - A supply of referral kits (business cards, brochures, etc.).
    - Access to co-branded marketing materials.
    - An invitation to the pre-opening event.

## 6. Partner Activation and Co-Marketing

Once partners are onboarded, the focus shifts to activation—getting them to actively promote Soleil Infusion to their clients.

### Activation Tactics:

- **Referral Kits:** Provide partners with professionally designed info packets and IV bag-shaped business cards to display in their offices.
- **In-Office Marketing:** Offer to provide signage, posters, and TV advertising content for partner waiting rooms.
- **Co-Branded Content:** Create co-branded social media posts, email newsletters, and blog articles that partners can share with their audiences.
- **Screening Programs:** Offer to host on-site wellness screening events at partner locations (e.g., blood pressure checks, hydration assessments) to generate leads and build relationships.
- **Exclusive Offers:** Provide partners with exclusive discount codes to share with their clients, making them feel like they are offering special value.
- **Regular Communication:** The BDR will maintain regular contact with partners (monthly check-ins) to provide updates, gather feedback, and identify new opportunities.

## 7. Referral Fee and Commission Structure

To incentivize referrals, Soleil Infusion will offer a simple and transparent commission structure:

- **Referral Fee:** Partners will receive a **\$25 referral fee** for each new client who books and completes their first infusion and mentions the partner's name.
- **Package Commission:** Partners will receive a **10% commission** on any pre-launch packages sold through their direct promotion (e.g., via their email list or social media).

**Payment Terms:** Referral fees and commissions will be paid monthly via check or direct deposit.

## 8. Partner Management and Relationship Building

The long-term success of the B2B program depends on strong, ongoing relationships with partners. The BDR will be responsible for:

- **Regular Check-Ins:** Monthly phone calls or in-person meetings to discuss progress, gather feedback, and identify new opportunities.
- **Performance Tracking:** Monitoring the number of referrals from each partner and providing them with regular reports.
- **Appreciation and Recognition:** Recognizing top-performing partners with thank-you notes, small gifts, or public recognition on social media.
- **Continuing Education:** Hosting quarterly educational events for partners to learn more about IV therapy and Soleil Infusion's services.
- **Feedback Loop:** Actively soliciting feedback from partners on how to improve the referral process and the overall partnership experience.

## 9. Success Metrics

The success of the B2B partnership program will be measured by:

- **Number of Active Partners:** Target of 30 active partners by the end of Month 3.
- **Referrals Generated:** Target of 50+ referrals from B2B partners in the first 3 months.
- **Revenue from B2B Channel:** Target of 30% of total revenue coming from B2B referrals by Month 6.
- **Partner Satisfaction:** Measured through regular feedback surveys.

## 10. Scaling Framework Mindset

This B2B strategy is informed by the **science of scaling framework**, which emphasizes identifying and partnering with businesses that are already successfully serving our Ideal Customer Profile (ICP). By leveraging the existing client bases and trust networks of our B2B partners, Soleil Infusion can achieve rapid market penetration and sustainable growth without the need for massive direct-to-consumer advertising spend. This approach allows us to "borrow somebody else's system" and accelerate our path to market leadership.